



## News Release

### **VOXX Electronics Corp Advances Factory Radio Media Upgrade Solutions**

*Company Expands R&D Capabilities to Focus on  
Next-Gen Integration Offerings for Automakers and the Aftermarket*

**HAUPPAUGE, NY and LAS VEGAS, NV – January 6, 2014 – LVCC, CENTRAL HALL, BOOTH 10404/10415** – [VOXX Electronics Corp \(VEC\)](#), a newly formed wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced the Company's commitment to developing and delivering new integration devices for factory radio media upgrades. The new products for 2014 build on the successful Audiovox Driven by DICE smartphone integration by adding a universal streaming media product, an OEI Control app upgrade for the current products and more satellite radio integration.

To this end, the Company has made investments into expanding its engineering team and opening a new product development facility in Southern California to focus on the growth opportunities for both the aftermarket and automakers. The SoCal Engineering team is focusing on the development of hardware and software that will enable the addition of satellite radio, smart phones, voice control and Bluetooth technology to factory radio systems that don't have these capabilities.

"Recent industry reports show that one in four vehicles in the U.S. is more than 10 years old. Additionally, more than 120 million used cars on the road have no smartphone integration capability. There is an enormous opportunity ahead of us to develop new and innovative connectivity solutions with products that make it easy to run apps, have voice control, add navigation and enable integrated controls from factory radios." said Tom Malone, President of VOXX Electronics Corp.

Mr. Malone further stated, "The Company's strong focus on automotive integration devices will enable VOXX to meet the needs of today's consumer that want to use more capabilities of their smartphone and run their apps in the car. I am excited that we're in a position to continue to grow our investment in R&D to support growth over the longer term."

VOXX's newest factory radio integration innovations include a breakthrough in ease of use for the integration products with the new OEI Control Application. The app makes the current MediaBridge, Silverline DUO and Universal products easier to set up, manage its features and simplifies user control through an iPhone. The OEI Control app will be a free download and is compatible with all MediaBridge, DUO and Universal 150 and 200 products in the market. Availability is scheduled for March.

The new UniStream 100 product solves the problem of getting Bluetooth music streaming into any factory radio. The UniStream is not vehicle specific but rather a single universal module. It features USB media input, Bluetooth™ music streaming, hands-free with Siri and Google voice control and factory steering wheel control capabilities. The unit has an external speaker option that allows the hands-free to function regardless of what source is selected. Availability is scheduled for March.

Attendees at this week's International CES can experience the new integration direction at the VOXX Electronics booth in the Las Vegas Convention Center (Central Hall – booth 10404 and 10415).

More information on these and other products can also be found at [www.audiovoxoei.com](http://www.audiovoxoei.com)

The [Audiovox](#) brand is marketed by VOXX Electronics Corporation, a wholly owned subsidiary of VOXX International Corp., (NASDAQ VOXX).

For information on becoming an Audiovox Dealer in the US, email us at [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com)

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### **About the Audiovox Brand:**

The Audiovox brand has been delivering quality mobile and consumer electronics products to both the domestic and international markets for nearly 50 years. Among the products marketed under the brand are: automotive entertainment products such as mobile video, Location Based Services (telematics) and rear observation systems. The brand is carried through an extensive distribution network that includes power retailers and 12-volt specialists. For more information on the family of Audiovox branded products, visit [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

### **About VOXX Electronics Corporation (VEC):**

[VOXX Electronics Corporation](#) (VEC) is a wholly owned subsidiary of [VOXX International Corporation](#) (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers](#) (“OEMs”), both domestically and abroad.

VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

### **About VOXX International Corporation:**

[VOXX International Corporation](#) (NASDAQ:VOXX) is the new name for Audiovox Corporation, a company that was formed over 45 years ago as Audiovox that has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Through its wholly-owned subsidiaries, VOXX International proudly is recognized as the #1 premium loudspeaker company in the world, and has #1 market positions in automotive video entertainment and remote starts, digital TV tuners and digital antennas. The Company's brands also hold #1 market share for TV remote controls and reception products and leading market positions across a wide-spectrum of other consumer and automotive segments.

Today, VOXX International is a global company...with an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South](#)

[America](#), and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Audiovox®](#), [Terk®](#), [Acoustic Research®](#), [Advent®](#), [Code Alarm®](#), [CarLink®](#), [Excalibur®](#), [Prestige®](#), and [Pursuit®](#). International brands [Hirschmann Car Communication®](#), [Jamo®](#), [Energy®](#), [Mirage®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Oehlbach®](#) and [Incaar™](#). The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at [www.voxxintl.com](http://www.voxxintl.com).

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